

New Abstract:

***Please cancel the abstract and insert the following New Abstract in its place:**

The present invention provides methods, systems and apparatus to manage processing of video content. In one implementation, a method of managing processing of video content is provided. The video content includes picture data representing picture elements to be rendered for display to a user. The embedded data is conveyed along with the video content. The method includes: (a) examining the embedded data for rights data, wherein the rights data is carried by a header; (b) only if the rights data is missing, examining the embedded data for protect data that is contained within the picture data; and (c) if the rights data is missing and the protect data is present, then limiting processing of the video content. Other implementations are provided as well.